

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 01976 010726Z

12

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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P R 010630Z APR 74

FM AMEMBASSY TAIPEI

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 1365

UNCLAS TAIPEI 1976

COMMERCE FOR BIC/OIM/FE TOM MOORE FROM HARWOOD

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: AMPRO '74

1. DUE TO TREMENDOUS ENTHUSIASM AND RESPONSE GENERATED BY AMPRO '74 EXHIBITION, AMPRO COMMITTEE EXTENDED EXHIBITION 3 DAYS, MONDAY, TUESDAY AND WEDNESDAY, APRIL 1, 2 AND 3, FOR TRADE ONLY.

2. AT CONCLUSION FIRST 7 DAYS, MARCH 25-31, 50 EXHIBITORS REPORTED IMMEDIATE SALES OF \$7,125,500 AND \$30,605,000 FOR 12 MONTH SALES. FOURTEEN NTM/NTE EXHIBITORS REPORTED \$3,350,000 FOR 12 MONTH SALES.

3. TWELVE OF 14 EXHIBITORS SEEKING REPRESENTATION SIGNED AGENTS AND ONE OF 14 SIGNED LICENSING AGREEMENT. REMAINING TWO NEGOTIATING WITH SEVERAL CANDIDATES EACH.

4. TOTAL ATTENDANCE FIRST 7 DAYS WAS 92,983. TRADE ATTENDANCE ESTIMATED AT 70,000.

5. ALL 50 U.S. EXHIBITORS REPORTED ACHIEVING PRIMARY OBJECTIVES.
MCCONAUGHY

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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